

**Participating States:**

Arkansas  
Iowa  
New York

Colorado  
Kentucky  
Ohio

Georgia  
Michigan  
South Carolina

Illinois  
Mississippi  
Washington DC

Indiana  
Nebraska

**MarketMaker Farms & Businesses in the Spotlight - Brittanie's Thyme LLC**



Brittanie's Thyme LLC is located in Cedar Springs, Michigan. The business was started in 2004 by Nancy Metzger and her daughter, Michelle Jester. Michelle was expecting a baby but learned that the child was going to require extensive medical help. She realized she could not continue to work and care for her child so the concept of an at-home business was conceived by the Michelle and her mother, Nancy. The business was selling the products developed at home over the years – natural and organic products that aid in producing a feeling of well being, without the expense associated with high quality skin and personal care items. Michelle's child was named Brittanie and thus Brittanie's Thyme was launched.

Yvonne Peterson became involved in the business in 2007 after her mother bought her a Brittanie's Thyme sinus relief pillow to relieve her allergies. "I thought my mother was crazy," Yvonne says. "But, you know, it worked! I contacted the company and learned that Nancy and Michelle needed marketing help. Since I had a marketing research background it was a good fit for me. In March 2007, I invested in Brittanie's Thyme, becoming a one-third owner of the business. Nancy continues as Chief Executive Officer, Michelle as Chief Operating Officer and Director of Operations." Yvonne is General Manager and Director of Sales.

Brittanie's Thyme is the fourth most visited business on MI MarketMaker. "MarketMaker did wonders for us in our search engine rankings," says Yvonne. "It creates links with all the states that are part of the MarketMaker system and that is what drives our rankings on Google and Yahoo."

Yvonne says she is going to take advantage of MarketMaker's recently added feature that will help her make connections with other businesses. She is now able to connect the retailers and farmers' markets that sell Brittanie's Thyme products with her MarketMaker profile. When someone visits their profile, they will be able to link directly to the businesses that sell their Brittanie's Thyme products. In turn, when someone visits the profile of a business that sells Brittanie's Thyme products, they will be able to link directly to Brittanie's Thyme.

For more information about Brittanie's Thyme LLC and its USDA certified organic personal care lines, go to their website at <http://www.brittaniesthyme.com>

**See YOUR Business "In the Spotlight!"**

We're always on the lookout for businesses to feature in our **Spotlight** section. How have you used MarketMaker and how has it benefited your business? Did you find markets for your products in Market Search? Did you connect with a business because of a listing on MarketMaker? Have you noticed increased business since listing on MarketMaker? We'd like to hear your story and share it in a future **Spotlight**.



Put your business "in the spotlight!" Email your experiences to [marketmaker@extension.uiuc.edu](mailto:marketmaker@extension.uiuc.edu)



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## MarketMaker's New & Improved Registration Pages!

Watch your mail this month for a postcard, email, or letter from Food Industry MarketMaker. It's your cue that our registration system is up and ready. We have been diligently working to improve our registration system to include more details about your business. In addition, the new system will allow you to register in multiple categories and provide you the opportunity to include photos of your products and business.

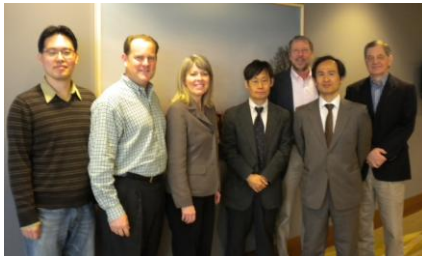
For example, a producer of grapes may also make and sell wine. Currently that business is listed in separate categories. Under the new registration system, that business will be able to register as a producer, processor, winery, and food retailer all in one step. This is not only more convenient for the owner to register, but it also creates a more complete business profile, and provides viewers with a more inclusive idea of what that business has to offer.

Once you receive the correspondence from us, we encourage you to log into your account and make sure your information in our system is accurate and up-to-date. If you don't have a user account yet, set one up now so you are ready to go!

To create an account, simply go to the National MarketMaker website at <http://national.marketmaker.uiuc.edu> and click on your state. Once there, click on "Log In" then "Request Account Access". Complete the form and submit. You will receive an email with your user account information.

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## MarketMaker Hosts Japanese Team



Jong Lee (UI), Dave Washburn (UI), Dar Knipe (UI), Eiji Imai (TU), Dick Warner (UI), Mitsuhiro Nemoto (TU), and Rich Knipe (TU)

Leaders for the National Food MarketMaker program hosted representatives from Tokyo University of Agriculture and Technology on March 17, 2010. The representatives traveled to Champaign, Illinois to explore the potential for developing a Japanese version of MarketMaker. Professor Mitsuhiro Nemoto, Executive Advisor to the President, was one of the visitors has been studying MarketMaker's development for some time and believes it is a model that would be workable in Japan. Professor Nemoto was accompanied by Professor Eiji Imai. The pair later traveled to New York city to visits with the leaders of New York MarketMaker.

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## Producers Prepare to Reach New Markets

Julie Fox, OSU Extension, Direct Marketing & Tourism Development State Specialist

Retail Ready, a new program connecting food producers with local restaurants, grocery stores, institutions, and other wholesale buyers, was presented to more than 100 producers at 5 workshops held throughout Ohio. The Retail Ready program is being developed through the leadership of Dr. Tim Woods from the University of Kentucky, in cooperation with the National MarketMaker network. In Ohio, Retail Ready is supported by the Ohio Direct Marketing Team, which includes leadership from Ohio State University Extension and representatives from the Ohio Department of Agriculture as well as other Ohio MarketMaker partners.



"Local is expanding faster than anything else right now," says Andrew Ladd, Local Foods Purveyor, Whole Foods

"Growth in demand for local foods, together with the growth in direct marketing by small and medium-scale producers amplifies the need for grower training on what buyers need to more readily fit into their buying conventions," said Tim Wood of University of Kentucky. "Most buyers are anxious to work with local growers to market their local products, but have also expressed frustration at the lack of grower awareness of their preferred buying practices. This training should help growers and retailers build more successful market relationships."

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Retail Ready helps producers prepare to sell to retailers, such as restaurants, grocery stores and other food service buyers. Topics include:

- Working Cooperatively (packaging, delivery, marketing, etc)
- Packaging
- Supply
- Invoicing
- Temperature Control
- Ohio MarketMaker
- Labeling
- Delivery
- Insurance
- Certifications & Audits
- Marketing – An ongoing process
- Communication & Relationship Building
- Pricing
- Storage
- Quality Assurance
- Satisfaction Guarantee

“The Retail Ready program is a great educational opportunity that provides Ohio companies the tools they need to grow their business,” said Lori Panda, Senior Program Manager, OHIO PROUD Program, Ohio Department of Agriculture, Marketing Division. “Whether it’s selling to a grocery store, restaurant or institution, the retail ready program covers all industries. We are pleased to offer this economic development program in Ohio.”

### **Selling to Restaurants**

Marketing from the farm to the restaurant has emerged as a key market channel for many producers. Locally-grown food topped several American restaurant industry trend lists in 2009, leading many farm marketers to explore and expand the local restaurant market. Connections forged with chefs at farmers’ markets, consumer preferences for locally produced food, and the dining trends toward locally-grown food have all helped increase farm-to-restaurant volume. Restaurants are a diverse market, ranging from independently owned bistros to multinational corporations. Catering firms, institutional foodservice systems, and country clubs are also included in the restaurant market. Although different foodservice establishments have different preferences and characteristics, interviews with both producers and chefs indicate that there are best marketing practices that farm operators can adopt across the foodservice spectrum.

### **Selling to Grocers, Wholesalers and Food Distributors**

Marketing from the farm directly to grocery chain stores, wholesale food brokers and food distribution companies has mainly been a sales venue for large farms with enough volume to ship in tractor trailer load units into regional or national markets. The rising expense of long distance transportation costs (fuel prices) and a renewed interest by consumers to purchase locally produced food has created more and easier access to the commercial food distribution channels for smaller farms located outside of the major commodity production areas. A farm with a reasonable amount of production and a quality product probably has greater access to wholesale marketing channels now than any time in the past twenty years. Opportunities to sell farm products such as produce, meats, eggs, cheese and other value-added items direct to wholesale buyers is available if farmers are willing to work out the details of steady supply, marketing , pricing, logistics and quality control.

For further information, contact Julie Fox, [fox.264@osu.edu](mailto:fox.264@osu.edu)

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## **GAPs, Otherwise Known As Good Agricultural Practices**

By Kari Houle, University of Illinois Extension Unit Educator, Horticulture



The concepts of Good Agricultural Practices should not be new to most producers, the implementation of safe production and handling methods of produce on the farm to reduce the risk of microbial contamination. GAPs is becoming even more imperative for producers as the concern over food borne illnesses reach the media spotlight.

One of the main goals of GAPs is to develop a safety plan that is implemented on farm that addresses all the various components of GAPs, which are many and varied. Those components include worker health and hygiene, water use, postharvest water use, soil amendments, cleaning and sanitation, traceback and recall,

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and crisis management. Though it may seem over whelming at first, many of these fall into the realm of common sense when it comes to farm safety and management.

As an example, if you are working on a farm and use the bathroom, before you go back to the field to continue harvesting produce, you should make sure that you wash your hands with soap and water. You wouldn't go back to the dinner table to finish your food without doing the same thing. Another example is the use of manure on production fields. Careful management of manure is imperative for safe application to reduce the risk of microbial contamination of produce. Application of raw manure to a field that in the same year would be used to grow root crops or low growing crops such as carrots or lettuce immediately increases the chance of contamination. In that situation, your best option is to apply full composted manure that has been tested for microbes.

GAPs is the idea of reducing, as much as possible, the chance of contamination of produce you sell to the consumer. Attending a training session on GAPs and then developing your farm safety plan and implementing gives the chance to increase your potential market through showing your consumer that you are aware and willing to address these various safety issues. There are certification programs available for producers who are willing to take the next step or if you wish to sell to a wholesale outlet such as a grocery store that requires certification. One such certifier is the USDA.

There are a growing number of resources available to producers to help them work through the process of addressing on farm safety and developing a safety plan. The National GAPs Program is run by Cornell University's Department of Food Science and the website is full of a variety of useful information to set you on your way to developing your plan. You can visit the National GAPs Program website at <http://www.gaps.cornell.edu/>. As you head into the start of a new growing season, start thinking about developing your on farm safety plan.

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## Tiptoe into Twitter: "Twools" to Get Started

By Michele Payn-Knoper



You're still scratching your head over the Twitverse, but you know there's opportunity for your operation. You have decided to try out Twitter, even though these 140-characters seem like a waste of time. What now? I'd suggest you spend 15 minutes a day for three weeks to learn the tool and develop habits to utilize social media as a part of your farm operation.



Getting on Twitter is easy; you just go to <http://twitter.com/>. Understanding it is not as simple, so do not get frustrated if it all seems like foreign land. These tips and tricks will help pave the way to a productive Twitter experience.

1. Pick a short user name that's reflective of your interests and preferably memorable – e.g., @dairylyu, @itweetmeat @beansrock @soybeansue.
2. Enter in your desired password. Be sure to write your user name and password down so you don't forget them!
3. Your e-mail is safe, so use a real one. Decide whether you want the e-mail updates or not from Twitter (I opt out of nearly all of these, personally).
4. Skip the step about finding friends – you can always go back to it later if you want Twitter to scan your address book.

Welcome, you're now on Twitter, and it only took a few minutes. The first thing you need to do is create your profile – your "persona." Social media is about people, so this is important.

Read Michele's full article at: <http://www.unitedsoybean.org/community.aspx?bid=4983462914246682050>

Follow MarketMaker on [Twitter](#) and [Facebook](#).

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## Coming in May...National Conference for Small Food Manufacturers

It's not too late to register for the National Small Food Manufacturer Conference to be held on May 20-21, 2010 in Omaha, NE. Refer to the February MarketMaker newsletter for more details. For more information contact: Jill Gifford, phone 402-472-2819, e-mail: [mjgifford1@unl.edu](mailto:mjgifford1@unl.edu), or visit the conference website: <http://www.fpc.unl.edu/nsfmc>.

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## New Farms & Businesses on MarketMaker



Since the March newsletter, 150 new farms and businesses have registered on MarketMaker. Some could be from YOUR state! To see new registrations, visit the **What's New in MarketMaker** webpage at <http://national.marketmaker.uiuc.edu/whatsnew.php>. Here you can find specific information on each of the businesses - the type of business they are, the contact person, where they are from and much more. Click on their business' name and you will see their complete profile. Make sure to also click on "Last 30 Days" beside the table's title to see the most current registrants.

On this webpage you will also be able to see the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.

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[MarketPlace Buy & Sell Forum](#) is where farms and businesses can place an ad for products/services they have to sell or products they want to buy. There is no cost to post an ad. The following types of ads are currently listed on the Forum:

### Looking to Buy

- Vendors wanted for Farmers Markets in Illinois and Iowa
- Grain Cleaning and Milling Equipment
- Fresh Produce
- Local Dairy to help with Butter Needs
- Food Grade Barrels and Totes
- IPM/Organic Fruit
- Bulk Maple Sugar
- Small Grain
- Local Pork, Poultry, Fish & Produce
- We buy Grain for animal consumption-Texas
- 2 Horse Bumper Hitch Trailer

### Looking to Sell

- Meat – Beef, Lamb, Pheasant, Chicken, Ram, Ewes, Pork, Goats
  - Fish/Seafood – Prawns, Catfish, Rainbow Trout
  - Cheese - Artisanal Cheese, Goats Milk Cheese, Tocatta
  - Eggs, Milk, Butter
  - Fruit – Red Raspberries, Frozen Fruit
  - Sauces – Jams, Jellies, Salsa, BBQ
  - Other Miscellaneous Foods – Pumpkins, Garlic, Pickles, Pies, Popcorn, Flour, Biscuit Mixes, Wine, Beer, Honey
  - Other – Homemade Soap, Lotion, and Candles, Organic Skincare, Salves, Organic Insect Repellent, Bees, Peacock Feathers, Dried Lavender, Alfalfa, Hay, Tomato Stakes, Trees, Shrubs, Perennials, Grasses
  - Equipment – Antique Apple Sorting Equipment, Hydroponic Plant Growing Systems, Bakery Cases, Enclosed Trailer, Antiques
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## Services

- Hospitality Personnel Staffing
- Retail Management Consulting Services
- Aquaculture Equipment
- Farmers' Markets
- CSA Applications being accepted
- Welding Services & Classes
- Orchard Manager to start CSA
- Cheesemaker, Investor, Business Partner

To check out the specific ads, go to the [MarketPlace Buy & Sell Forum](http://www.marketmaker.uiuc.edu/marketplace_buy_sell_forum) website and click on the specific area or ad you are interested in. The web address is [http://www.marketmaker.uiuc.edu/marketplace\\_home.php](http://www.marketmaker.uiuc.edu/marketplace_home.php)

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